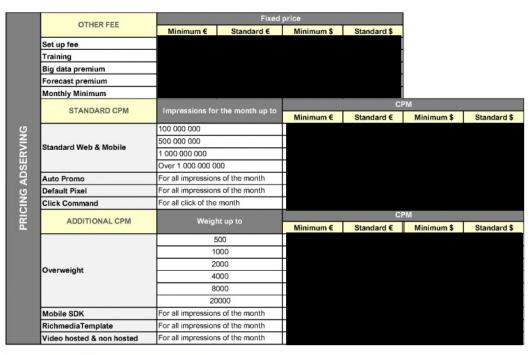
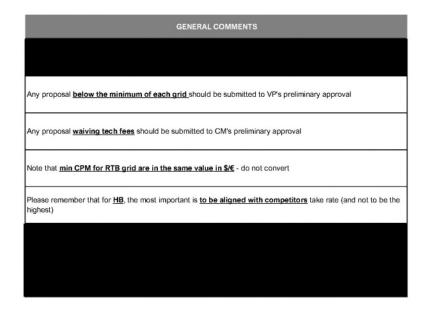
A-9

SmartAdserver Ratecard 2019







PRICING RTB	RTB CONTRACT TYPE		Open auctions	Private auction & Deals	Header Bidding	Deal +	Holistic + (Standard)	Holistic + (Managed)	Yield+	Min CPM	
	Standalone	Minimum					n/a	n/a		Min CPM per auctions of	
		Standard					77/4		Offered for HB contract		
	Fullstack	Minimum			n/a					- Premium publishers : Not mandatory	
		Standard						\$ Set up fee		- Non Premium publishers : Mandatory (can be waived the first 2 month)	

		Silver	Gold	Platinium		
		Amount to be charged on a monthly basis				
EMEA	Tier A	N/A	Free			
EWICA	Tier B/C	Free				
AMERICAS	Tier A	N/A	Free			
AWERICAS	Tier B/C	Free				
	EMEA AMERICAS	Tier B/C AMERICAS Tier A	Amount to b EMEA Tier A N/A Tier B/C Free AMERICAS Tier A N/A	Amount to be charged on a modern and the second and the secon		